

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
September 17, 2009**

Directors Present	Chris Bonbright, President	Whitley Court Partners
	Thaddeus Smith, V.P.	The Music Box Theater
	Frank Stephan, Treasurer	The Clarett Group
	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Greg Angelo	METRO
	Jeff Cohen	Gatehouse Capital
	Don Jacinto	Hollywood Roosevelt
	Nathan Korman	NBK, LLC
	Jose Malagon	Hollywood Media Center
	Jan Martin	AMDA
	Ron Radachy	Oasis of Hollywood
	Hilary Royce	Church of Scientology International
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	David Green	Nederland Organization - (Ex-officio Member)
	Captain Beatrice Girmala	LAPD - (Ex-officio Member)
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
Directors Absent	Aziz Banayan	Algert Co., Inc.
	Monica Yamada	CIM Group, Inc.
	Neelura Bell	CRA/LA - (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani Jr.	HPOA
	Katie Zandona	HPOA

I. Call to Order

The meeting was called to order by Board President Chris Bonbright at 4:09 p.m.

II. Public Comment

Ron Radachy invited everyone to the Oasis of Hollywood's 30 Year Anniversary on Saturday, September 26, 2009.

III. Approval of Minutes

It was moved by Michael Gargano, seconded by Ron Radachy and CARRIED to approve the minutes from the Board's July 16, 2009 meeting. Unanimously approved.

IV. Treasurer's Report

A. Treasurer's Report:

1. Approve Treasurer's Report from August 31, 2009: Frank Stephan reported that the board had exceeded revenue expected by \$58,000. If activities continue as expected the board would finish the year with \$182,000 in surplus. Stephan also pointed out that the marketing budget was accruing funds for future marketing activities.

It was moved by Jose Malagon, seconded by Tej Sundher and CARRIED to approve the Treasurer's Report from August 31, 2009. Unanimously approved.

2. Assessment Administration: Sarah MacPherson walked the board through a spreadsheet which described how the surplus occurred. She also reviewed the government parcel bills that was reconciled with Metro, and the LAUSD payment practice.

V. Committee/Activity Reports

A. Nominating Committee:

1. Nominating Committee Update: Jeff Cohen informed the board that the committee had received 10 applications for the five available seats. After interviewing the candidates the committee would like to recommend that the five current board members all be re-invited to serve another term. Cohen also reported that there is one open seat currently on the board, with the resignation of Shawn Ingram, and that the committee would like to recommend Jim McPartlin, General Manager of the W Hotel to fill the seat with the term ending in 2011.

It was moved by Jeff Cohen, seconded by John Tronson and CARRIED to appoint Jim McPartlin to Shawn Ingram's former seat on the board. Unanimously approved.

2. Announcement Seeking HPOA Officers for 2010: Cohen asked that board members interested in filling one of the four officer seats in 2010 contact him with their name, or nomination, so that a slate can be put together in time for the Board's November Board Meeting.

B. Security Committee:

1. Non-Lethal Use of Force Options for BID Security Officers: John Tronson reported on the last Security Committee meeting. Tronson informed the board that due to a recent incident with Andrews Officers and a hostile suspect, the committee is looking into and reviewing alternative non-lethal devices for the officers to carry while on duty; one of these devices is a taser. Captain Girmala informed the board that she has been involved in the discussions and would endorse the decision for the officers to be armed with an additional non-lethal weapon aside from pepper spray. The committee will continue their review of other

options, and will bring a recommendation to the next Board Meeting.

2. LAPD Report: Captain Girmala reported that crime in the area continues to decrease, however there has been a slight rise in gang incidents. The LAPD recently ran a two day gang task force that was very effective. Girmala also said she is working with Morrison and others in the community to begin planning for 10-31-2009. Girmala said she is trying her hardest to ensure streets remain open for that night. As for the budget, the City is looking at cutting the PD's overtime budget by 30% and possibly putting officers on furloughs.

3. Homeless Issues Update: Morrison informed the board that Step Up on Second, has purchased a building near the southeast corner of Santa Monica and Vine Street. The facility, which will be called Step Up on Vine, will be used to house approximately 44 of Hollywood's most chronic mentally ill homeless individuals.

C. Street Closure Advisory Committee:

1. Review of Board Policy Relative to Street Closures As Applied to Proposed "Death Cab for Cutie" Concert on 11/15/2009: Kerry Morrison called the board's attention to previously adopted street closure policy and a calendar showing the closures that had occurred thus far this year. Morrison asked the board to give direction to the staff as to what their vote should be for this closure. Captain Girmala informed the board that LAPD would be short on manpower for the concert given that there would not be enough time to request additional officers for the event as extra officers are already being requested for Halloween.

It was moved by John Tronson, seconded by Ron Radachy and CARRIED to oppose the proposed "Death Cab For Cutie" concert in accordance with the HPOA's street closure policy and given the detrimental impact on city services during these economic times. Abstentions: Jeff Cohen, Frank Stephan.

D. Streetscape Committee

1. Chamber Holiday Decorations: Leron Gubler gave the board a summary of this year's Holiday Decoration plans, and requested the BID support the effort by contributing \$5,000. MacPherson informed the board that they could also try and apply for a \$2,500 Holiday Lighting Grant to help defray some of the costs.

It was moved by Jose Malagon, seconded by Ron Radachy and CARRIED to approve a \$5,000 contribution to the Chamber's Lights and that the board would apply for the \$2,500 DWP grant. Unanimously approved.

2. Street Furniture for Hollywood Entertainment District: MacPherson reported that the Streetscape committee would like to purchase six new Victor Stanley trash receptacles and ten wrought iron benches to place throughout the BID and specifically in the area east of Gower Street. The costs are not to exceed \$30,000.

It was moved by Jose Malagon, seconded by Ron Radachy and CARRIED to approve the purchase of six new Victor Stanley trash receptacles and ten wrought iron benches to be placed in the HED at a cost not to exceed \$30,000. Unanimously approved.

3. ECCA Update: MacPherson gave the board a brief update on the progress of the Alley project.

4. Report on Additional Pressure Washing Planned for BID: MacPherson reported that the Streetscape Committee has decided to use the extra pressure washing hours provided through Clean Street for areas in the BID that have been found to have high foot traffic (example: outside nightclubs, locations on the Walk of Fame, etcetera).

5. Update on Liability Research Underway: Morrison informed the board that there are a number of initiatives in the coming months including, a potential infrastructure survey, a public art installation project, flower baskets, and tree well perimeter fencing, that the BID may assist in. Before the BID moves forward with any of these, MacPherson and Morrison have been communicating with Jeff Briggs to discuss potential liability for these initiatives and how to protect the HPOA's interests.

6. Trash Compactor and Potential Maintenance Headquarters: MacPherson asked that board members who may have any leads for a potential location to please let her know.

7. Urban Design Plan and Community Plan Completions: Both plans are moving along at similar speeds, MacPherson reported. Draft plans should be available in October. MacPherson offered to walk the board through the community plan during a brown bag lunch session at the BID office.

E. Marketing Committee:

1. Hollywood U Update: Katie Zandona reported that the steering committee has planned a media tour for October 8, 2009 to showcase some of the many campuses in the Hollywood area. Staff is currently working on finalizing the logo and designing a brochure for the tour. The CRA has agreed to contribute \$5,000 toward the logo design and Council President Garcetti will also be participating in the tour.

2. Hollywood Demographic Research Survey Update: Five proposals were received and sent to the steering committee. The committee will be meeting on Tuesday, September 22, 2009 to select three finalists to interview. Morrison informed the board that both BIDs are budgeting approximately \$40,000 to \$50,000, to put towards the study. Zandona said the committee is hoping to have a finalist selected by late fall.

3. Places and Spaces Online Guide: Zandona mentioned that the BID is preparing to start work on an online Places and Spaces guide for Hollywood.

4. General Updates: Zandona informed the board that the BID BIZ newsletter would be soon changing from fax delivery to being sent via email. Also, the Hollywood Visitor's Guide and Map was completed and a profit of \$12,000 was earned.

VI. Old Business

None

VII. New Business

A. CUP Renewal Process: Jose Malagon briefed the board on a recent initiative he has become involved in to try and streamline the CUP renewal process for clubs and restaurants that are in good standing. Currently the renewal process can take 11-14 months. Tronson

recommended that Malagon bring the issue back to the board's next meeting so the board could take a position on the issue.

VIII. Report from Executive Director

A. IDA Award of Distinction for NavigateHollywood.com: Morrison informed the board that the NavigateHollywood.com website was the recipient of an IDA award at this year's Milwaukee conference. Sarah MacPherson and Joe Mariani thanked the board for sending them to the conference and will be reporting on their experience at the next board meeting.

B. Time Line for Budget/Program Preparation: Morrison reported that the budget for 2010 will be due to the city on December 1, 2009. In preparation for this, Morrison will be meeting with the budget committee to finalize the budget so the board can vote on it at their November meeting.

C. Plans for Fall Retreat: Morrison said she is working to try and put together a date for a Board retreat this Fall to discuss priorities for the BID in the coming year with the board.

IX. Executive Session

Review and Potential Action Relative to Restoration of Payroll Budget for 2009: Kerry Morrison reviewed with the board the budget implications of un-freezing staff salary increases for three staff members, which already appeared in the budget. Her recommendation was to reinstate the budgeted increases, tied retroactively to the anniversary dates for MacPherson, Zandona and Mariani. The total budget cost was approximately \$7,800 for the year. She also indicated her plan to do a salary survey for key positions for 2010.

It was moved by Jan Martin, seconded by Michael Gargano and CARRIED to restore the payroll budget for 2009 and retroactively reinstate the budgeted salary increases for three staff for 2009, at a cost of approximately \$7,800. Unanimously approved.

X. Next Meeting

The next meeting was scheduled for Thursday, October 15, 2009 at 4 p.m. in Suite 200 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028).

XI. Adjournment

There being no further business the meeting was adjourned by Board President Chris Bonbright at 6:15 p.m.